

Asheville City Council  
Planning and Economic Development Committee

3:30 p.m., June 21, 2011  
City Hall, First Floor Conference Room

**Minutes**

Present: Councilman Jan Davis, Chair; Councilwoman Esther Manheimer;  
Councilman Gordon Smith

Staff: Gary Jackson, Bob Oast, Judy Daniel, Jannice Ashley, Phil Kleisler

The Planning and Economic Development Committee met on June 21, 2011, in the First Floor Conference Room, City Hall. Chair Davis called the meeting to order at 3:35 p.m.

**1. Approval of Minutes**

The Minutes from the April 19, 2011, meeting were approved as written.

**2. Updates**

**Haywood Street City-Owned Property**

City Attorney Bob Oast gave the update. The developer has asked for an additional 30-60 days to look at their previous offer. During this time, Mr. Oast will continue to work on the development agreement. He stated that much of the design of the structure has been defined with the adoption of the Downtown Master Plan.

The Committee decided that the topic should come back to PED after receiving a response from the developer. Mr. Oast will finish working on the development agreement, which will be subject to approval by full Council. Council member Manheimer asked that the three members new to Council since the original RFP on the Haywood Street property be given a short history and timeline of the events to date; City Manager Gary Jackson and Economic Development Director Sam Powers will put this together, and schedule meetings as necessary.

**Management of Intergovernmental Regulations/  
State and Federal Legislative Representation**

City Manager Gary Jackson reported on the issue, as it was raised at a recent Council meeting. The Committee agreed that it was important, for discussion, to separate federal and state legislative representation.

Mr. Jackson shared that the consensus of staff was that funding for a federal legislative consultant would pay for itself by making the City aware of, and helping to secure, federal funding. Staff was charged with identifying the cost and expected return of a federal legislative consultant, and presenting the information to both the Finance Committee and full Council.

The Committee agreed that with state representation, it was important to consider someone who could both protect the City and its assets, as well as to keep Council informed of key events in Raleigh that would have an effect on the City and would require the attention of City Council.

After discussion, the Committee agreed that the next step would be to meet with our state legislators now, while they are not in session, to work towards building more effective, basic relationships. The City Manager's office will do a draft of the legislators' availability for individual, informal discussions. These meeting would consist of two Council members and one legislator.

Mr. Oast was asked to update full Council as part of his report at the next City Council meeting on Tuesday night, June 28. The Committee agreed to hold off on discussion of a lobbyist on the state level until after Tuesday's meeting, and that consideration of federal legislative representation would move to the Finance Committee, since funding would require a budget amendment.

### **3. New Business**

#### **Consider Renewal of Asheville Film Festival Trademark**

Jannice Ashley, Assistant Attorney for the City, shared with the Committee that she had advised the Parks, Recreation & Cultural Arts department that the Asheville Film Festival trademark was scheduled to lapse in April. That department is not interested in retaining control of the trademark, since the policy direction from Council was to no longer operate the festival. However, administrative staff still believes it is important to retain control of the trademark, at a cost of \$800 for a five year renewal. Councilman Smith supported holding onto the trademark, as did Councilman Davis. City Attorney Oast suggested that the trademark would have increasing value, as it is part of the economy Asheville is trying to boost and that it made economic sense to renew the trademark. A condition for retaining control of the trademark is to publicly advertise an Asheville Film Festival event prior to October 26, 2011.

Councilman Smith made a motion to retain the Asheville Film Festival trademark; Council member Manheimer seconded the motion. The motion passed unanimously. All agreed the item did not need to go before Council.

### **4. Presentations and Public Comment**

There were no presentations or public comment.

The meeting was adjourned at 4:25 p.m.